

Message Text

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SUBJ: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN

REF: STATE 81476, STATE A-2778, 4-21-75.

1. EMBASSY'S MARKET ANALYSIS UNIT HAS PREPERED SOME STUDIES
RELATED TO THE FIELD IN QUESTION, AND RELEVANT EXCERPTS ARE LISTED
BELOW, AS WELL AS COMMENTS ON OTHER ITEMS.

2. CAPITAL GOODS

MARKET STUDY ON COOLING, REFRIGERATING AND ENVIRONMENTAL
CONTROLS AND EQUIPMENT, DATED APRIL 1975:

IN THE REFRIGERATOR, FREEZER AND BOTTLE COOLER FIELD, 80 PERCENT
OF THE MARKET IS SUPPLIED BY A LOCAL FIRM, NEVERAS DOMINICANAS,
C POR A (NEDOCA), ORGANIZED UNDER A JOINT AGREEMENT WITH THE US
FIRM KELVINATOR INTERNATIONAL CORPORATION. THIS ACCOUNTS FOR THE
LIMITED IMPORTS OF FOREIGN BRANDS; THEY ARE EXPECTED TO DECREASE
IN THE FUTURE.

AS REGARDS THE IMPORTATION OF COMMERCIAL AND INDUSTRIAL
REFRIGERATION, IT IS EXPECTED THAT THE MARKET WILL CONTINUE TO BE
DOMINATED BY US EQUIPMENT, AND PROSPECTS ARE VERY GOOD FOR THE
NEXT FEW YEARS. THE REFRIGERATING VENDING MACHINES ARE EXPECTED
TO BE IMPORTED INCREASINGLY FROM THE US AND NO CHANGES ARE
ENVISAGED IN THE SOURCES OF SUPPLY
CONSTRUCTION EQUIPMENT AND SUPPLIES, DATED

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FEBRUARY 1975, WHICH INCLUDES:

A) LIGHTING FIXTURES AND PLUMBING. HAVE BEEN GROWING AT THE RATE OF 20 PERCENT ANNUALLY, AND THIS TREND IS EXPECTED TO CONTINUE FOR THE NEXT THREE YEARS.

B) CONSTRUCTION EQUIPMENT. HAS BEEN GROWING AT THE RATE OF 25 PERCENT ANNUALLY, AND IS EXPECTED TO CONTINUE DOING SO IN THE FUTURE. SOME EQUIPMENT HAS EXPERIENCED A HIGHER RATE OF GROWTH, SUCH AS ELEVATORS. CONSTRUCTION MATERIALS HAVE ALSO INCREASED CONSIDERABLY, KEEPING IN STEP WITH CONSTRUCTION EQUIPMENT, AND IT IS ESTIMATED THAT THEY WILL INCREASE IN VARIETY IN THE FUTURE.

MARKET STUDY ON AGRICULTURAL MACHINERY AND EQUIPMENT, DATED APRIL 1974; CONTAINS SOME RELEVANT FINDINGS ON THE MARKET, AS FOLLOWS:

EQUIPMENT OFFERING THE BEST SALES OPPORTUNITIES IN THE LOCAL MARKET:

WHEEL TRACTORS, 60 TO 75 HP
WHEEL TRACTORS, 75 TO 100 HP
WHEEL TRACTORS, 7 TO 15 HP
PLOWING, HARROWING AND CULTIVATING
SPRAYING AND FERTILIZING
HARVESTING AND LOADING
IRRIGATION
CROP PREPARATION AND STORAGE
LIVESTOCK PRODUCTION
DAIRY POULTRY
VETERINARY

MARKET STUDY ON SMALL AND MEDIUM GENERATORS FOR HOMES, COMMERCIAL ESTABLISHMENTS AND INDUSTRIES, DATED FEB 1974:

THE PRIVATE SECTOR, DUE TO THE SHORTAGE OF ELECTRIC POWER GENERATION, IS AN EXCELLENT MARKET FOR SMALL AND MEDIUM GENERATORS.

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DUE TO THE TREMENDOUS ECONOMIC GROWTH OF THE LOCAL ECONOMY AND ALSO THE CONTINUOUS CONSTRUCTION OF RESIDENTIAL HOMES AND INDUSTRIES OUT OF TOWN, A GREATER NEED FOR TRANSPORTATION EQUIPMENT HAS BEEN CREATED
KORTATRFWOS SUCH
EQUIPMENT HAS INCREASED CONSIDERABLY IN RECENT YEARS.

PUMPS

THE EMBASSY'S MARKET ANALYSIS UNIT IS PLANNING TO PREPARE
A STUDY ON THIS EQUIPMENT, AND EXPECTS GOOD RESULTS IN THE FIELD
OF WATER PUMPS FOR RESIDENTIAL AND AGRICULTURAL USES.

3. CONSUMER GOODS

MARKET STUDY ON SPORTS AND LEISURE EQUIPMENT AND SUPPLIES,
DATED OCTOBER 1974:

THE FOLLOWING ITEMS OFFER THE BEST INCREMENTAL SALES
POSSIBILITIES IN THE LOCAL MARKET:

GOLF SUPPLIES
BASEBALL GOODS

TOYS:

JAPANESE ITEMS DOMINATED THIS TYPE OF CATEGORY, BUT DUE TO
THE CONTINUOUS INCREASE IN PRICES, LOCAL IMPORTERS ARE LOOKING
TO THE US AS AN ALTERNATIVE SUPPLIER.

OTHER CONSUMER GOODS OFFERING GOOD POTENTIAL:

HOUSEHOLD LAUNDRY EQUIPMENT
TEXTILES
CUTELERY, HAND TOOLS AND HARDWARE.
AXELROD

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